

The Five Elements of Super Engaging Presentations

The good news is that you don't have to be a master communicator to have your best clients and prospects basically eating out of your hands. We'll teach you the basics right here.



The following depiction is based on actual events that happen at networking events everywhere. Some of the details may be considered dangerous and shouldn't be attempted without professional supervision. The writer cannot and will not be held responsible for what you are about to learn.

We join the story here with Coach Powell and one of his networking friends.

"Hey how are you? I thought that I was the only one."

" I hate being late for these things because I always feel like I'm starting off on a bad foot..could you believe that traffic out on the beltway? I'm just going to take the back routes next time."

"Yeah, me too."

"Let's grab these last two seats"

"I think that Jim is about to give his sixty second presentation, I here that he's the best in the chapter. We all could learn some tips from him...shhh...let's listen"

Jim: "Hello everyone and welcome to the Superstar Networkers of the World. My name is the Honorable Dr. James Farnsworth Southerby Franklin Thomas Jr. the Third, MPA, CPA, PMP, MBA, LUTCF, Esquire Emeritus and I've been in business now for well over two thousand three hundred and forty one years. Because of my superior advanced knowledge in cybernetic halogenic solution-based value added prosthetic derivatives, I am able to

generate dial service recognition delivery systems for thousands of regulatory filament advisers that focus heavily on creating slip differential polymer rail fillings that are corded by mint waxed solvents over stereophonic circuit bent antioxidant biossentials. Rest assured you can call on me when your black box cylindrical cooling heat starter just simply won't allow your granular brushes to bronze correctly with their essential bindings. I'm your guy."

Have you ever experienced a moment similar to this? Take a pulse now and record your feelings. Do you trust this Jim character? Would you be willing to refer him to anyone? Do you even want to find out more about what he does? My bet is that you want to run and hide in a corner somewhere for fear that Jim might actually see you and want to talk. Jim has actually made some classic networking mistakes that I hope none of you are making. This is exactly what I want to help you avoid so pay attention.

Remember what networking is really all about. Networking is the process or practice of building up or maintaining informal relationships, especially with people whose friendship could bring advantages like jobs or business opportunities. Simply put, you want to develop deep friendships and connections that will refer you to prospects that are likely to do business with you or help you in some other way. To get them to leverage their relationships on your behalf they have to trust you and therefore they have to have faith in both your personality and your ability. The speed at which you can develop these relationships well will make a huge difference in your ability to be successful sooner than later. How you present yourself when you have the opportunity is just one small but critically important step which we will explore in detail.

Whether you are a solo networker or you belong to a formal or informal group you'll need to use the following steps to make the best of every presentation, personal introduction or elevator speech that you do. The steps are presented sequentially with loads of tips and explanations. Be careful to pay special attention the dangers and traps offered. I call them BIG NO-NO's and by all means, stick to the sequence.

OK, let's get started. The first thing that you must recognize right up front is that you must tell a story. For reasons that we'll discuss later, stories are simply the most meaningful tool for human beings to transmit information via word-of-mouth. Your stories, like the example below, should have the following elements:

- Impact
- Drama
- Heroism
- Vision
- Recognition

If you have these elements in your presentations you are going to always have the best elevator speeches, networking conversations or quick pitches around. As you'll see you need to do some home and most importantly you'll need to practice, practice, practice! Did I mention PRACTICE!

Impact

When I say that your presentations should have impact, I'm not talking about being shocking or entertaining. I've seen tons of presentations of people standing on chairs and tables or singing with great star quality graphics illustrations. I've suffered death by lethal PowerPoint--I've even seen quite a few smooth and not so smooth dance moves. What I mean by impact here is making sure that your presentations is not just memorable but easy to replicate by others. In fact you want to specifically compel them to do so. So when you design your presentation ask yourself, is it compelling, easy to replicate and memorable? This is your litmus test for success and the best way we've discovered so far is to make sure that you tell powerful stories. Stories have been the method that humans transferred information via word of mouth since we began speaking and they are exactly how you are going to make your message a viral one and here's how.

First you have to start with great character development. Your audience must relate with your central character in a unique way. You want your main character feel like it could be someone they could easily know. To do this well, you must use demographic descriptions to help your audience connect and identify with a current client that you've worked with. Yes, you can and you should change up some of the details like their name to protect their identities. Think of three to four relevant descriptions of your perfect client or prospect. What is their age? Where do they live? What do they do? What's their educational background? Are they married? Do they have children? What kind of car do they drive? Anything that a person can easily see or know is good here but stay away from the feelings and desires. We don't typically run into people that wear all of their feelings and desires on their sleeves and it's very hard to identify people based on their inner thoughts or feelings. Can you imagine people running around with t-shirts or hats that scream "I want to buy a car!" Wouldn't that make a sales person's job so much easier? Even so, when we do bump into people that broad cast their emotions and desires like this, they tend to get filtered out by all of the other noise in our society. Let's face it, we generally don't take the time to inquire about and respond to the real needs of others. We're too busy worrying about the pressures of our own lives. I can think of thousands of examples where superficial small talk wins the day in networking conversation thereby derailing any attempt at meaningful dialogue.

Warren was not just your average high school four letter athlete. He was the kind of kid that showed tons of talent for innovation and leadership. With his grades and skills he could have easily entered any college in the land but Warren chose instead to join Ely and Sons training program for plumbers. Ely and Sons had been a long standing business tradition in what was once the small town of Reston in Northern, VA. Mr. Ely had sponsored most of Warren's teams as a young lad and seemed to follow him all of his life. Although Warren had a dad of his own, he always looked up to Mr. Ely. You see he was always a tinkerer and love getting his hands dirty.

20 years later Warren found himself a master plumber in old man Ely's company. Long since retired, Mr. Ely left his two sons in charge neither of whom had the technical expertise to run a crew or even to connect a pipe. Warren found himself in a bit of a pickle when he realized after a church lead workshop that he and Cindy his high school girlfriend turned wife, had not saved anywhere near enough money to send their two boys age 11 and 13 to college. The ticket price was going to be overwhelming and considering their current debt load there was no way to make it happen and pay the mortgage on Warren's salary.

Reluctantly, Warren was forced to approach the Ely brothers with a proposal. He needed to become a partner in the business in order to improve his pay or strike out on his own. The brothers saw an opportunity to stave off Warren as a competitor and rope him into staying with the company without any significant benefit to Warren. They told him that if over the next 6 months he could raise the company productivity amongst his crew by an impossible 200% that they would make him a partner with the requisite bump in salary and benefits needed to fund his boy's education. Warren nervously agreed to give it a shot. He didn't have a clue how he was going to get this done but he inked the deal.

That's when he called Coach Powell Training & Development. You see Warren had read that most successful professionals boost their productivity with the help of competent executive coaches and that's exactly what Jimmy needed. Warren chose to work with our 90 day personal coaching program and in no time we had him leading engaging team meetings, casting vision for other professionals, creating award winning service models and of course increasing productivity by 300%. Needless to say the brothers were happy and Warren was ecstatic! Although Warren loved being a tradesman he wanted his boys to have options and now they did.

We're looking for service providers to lift to the top of their careers and make them the shining stars that they deserve to be. If you know engineers, lawyers or CPA's, we'd like to meet with them briefly and show them the way to sustainable business success. In fact we'll be calling on quite a few of them over the next few weeks. Your help can be an invaluable resource that we would be forever grateful for. If they have to make it rain they need to look no further. At Coach Powell we use the latest leadership tactics combined with the greatest technology to help our clients reach the pinnacle of success affordably in just 90 days! Backed by our 100% satisfaction guarantee we take the risk away from our clients and put success within their grasps.

That's why it's important to provide demographic descriptions of your best **prospects**. What you want to do is to help your referral sources to understand the situations that make you most successful at what you do. Now you can actually cause your audience to connect with your story and pay more attention to you than they would normally. The attention will be much more directed because when this is done well, people immediately start to

run through their own mental rolodex and will almost inevitably have individuals pop up in their minds that meet the demographic descriptions that you are using. This is called **profiling!** No, not the racial kind and it's a very powerful form of identification. Please use it for good.

If you can't tell that people are responding with an emotional connection of some type then there is most likely one of two problems; 1) you're simply networking in the wrong place (talking to the wrong people about the wrong thing) or 2) You haven't really done your homework (meaning you don't already know who these people might know and your taking a shot in the dark). I've heard tons of tons of networking presentations and elevator speeches that don't make me think of anyone that I know and that is difficult to do. First off, I'm usually trying hard to listen, and I have an amazing network of professionals that I've carefully assembled just to create opportunities for others. My point is that it would be a frustrating waste of time to ask me to introduce you someone that I don't know, but if you describe the person well enough I probably know people that closely fit the description. That's easy right? You can't confuse and bewilder a person and then expect that they will trust you. Forget about asking them to leverage their important social or business relationships on your be-half. So do your homework and make sure that people actually know the folks that will most likely be able to assist you. This will maximize your connection potential, make things easier for your audience and help you to be memorable.

Be sure to keep it simple. Use simple language and simple imagery. Remember your listener is going to have to remember and transmit your best ideas. Don't use the laundry list approach because it not only seems like you are a jack of all trades and a master of none. It's much easier to refer someone that knows what they do, and does it exceptionally well. When you stand up and basically say that I want to do business with anybody or anyone--that translates into no one because we don't know everyone. Not to mention that most of us are really certain that you can't do business with all of the people that we know-- even if we could somehow refer them. Your request is simply tremendously difficult and agitating. Besides you sound desperate! Remember surgeons really get the job done and have a very high level of credibility. We trust them because they're extremely focused on being good at what they do. General practitioners just point you right in the direction. Let's face it, when there's a real need, you want a specialist.....don't you? When my friends have problems I want to refer surgeons not information brokers disguised as service providers. Besides, a good surgeon is hard to find right? It's just that simple. Don't get me wrong, there is a place for a general practitioner. When there is no urgent or important issue to be solved and you don't need high quality results. Just call up your best bud and head to Home Depot. I'm sure your spouse will appreciate the hours and money you'll spend correcting the problems that you created.

Speaking of simple; another reason you want to use easily accessible language is that you won't irritate people. The consequences of speaking over the heads of your audience are way too high (pardon the pun). This is especially true in a networking situation. You may never get the chance to impress this person again and even if you do, you'll have to overcome the mess that you made your first time around. Remember that networking at its core is about relationships and people don't want to be embarrassed or made to feel unintelligent. When you use industry jargon to explain a concept or idea that's exactly what happens. In fact, people will feel so ashamed that not only will they stop listening to you they won't refer you for fear that you are going to cause the same feelings amongst their friends and associates. On the flip side, when you use the right connective keywords and phrases you get everything that you want. It feels good and you look good because you are good. You show up looking like the professional that you are and poof people like you. I've said it before and I'll say it again, do your homework! If you don't, it will show.

When you are able to avoid some of the issues we've discussed earlier and develop your characters in such a way as to focus the audience's attention on people that they may be familiar with or know, the more they will feel connected to your story. This is exactly why profiling works so well. You're basically programming people to think of individuals or companies that are just like those of your demographic descriptions. If you've ever asked someone in a group to help you re-call the specific name of someone that was in attendance at a function you've both attended and you described them as "that guy that felt frustrated with having to get up that early and drive in the rain or the lady that was looking for coconut tea," then you know how ineffective anything other than demographic descriptions can be. First of all because the frustrated guy describes everyone in the room and the coconut lady probably only told one person if anyone about her little tea preference. It's like looking for a needle

in a haystack. Again it's important to describe people that "are" not people that "need or want anything." You are looking for a state of being not state of mind. You should know enough about your prospects needs and wants and tell us who they are so that we can help you find them.

Drama

Nothing moves people like a drama filled story about a character with whom they feel connected and understand. If your character fits the description of someone that I know well, I'm really going to pay attention when you relay a sad, depressing, tear jerker of a **problem** because my friend may have had a similar experience or be facing the very same problem. Spend a moment here to lay it on really thick paying special attention to all of the pain that your character is suffering and the implications of those pains for her family or his future. What are all of the emotionally charged experiences that this character is experiencing? How long a can he continue before he reaches the end of his rope? What opportunities are being missed because your character is stuck in this particular rut? Tell us how bad the frustration is? What's going to happen if this problem goes unchecked? How much money could be lost? How damaged could relationships become?

I've seen novice life insurance agents talk more about the savings aspects or the smart financial decision it is to buy certain policies than they've talked about the simple benefits of the coverage that they sell. A good story about a young loving father that died and as a consequence, his wife had to decide to either send his daughter to college or lose their home, would do the trick. I'd run out and tell my best friend that story right away. Wouldn't you?

Make sure that you can look your audience right in the eyes as you relay this sad and powerful tale. You need to check-in and make sure that they are with you—and that they are emotionally connecting with your character if not, you won't have the desired results. Zero in and refocus their attention by asking rhetorically "can you imagine how she must have felt?" You don't want to let them off of the emotional hook because that's what causes the greatest reaction. Studies have shown for years that we respond faster and deeper to the fear of pain and suffering more than we do for opportunity or gain. If you've ever read anything by Daniel Pink or the Heath brothers, you know that we make decisions and behave largely out of emotion, not logic. This is why you want your audience to empathize with your character. Your passion about telling this tale is the key to their compassion for your hero. So take your time and do it right or run the risk associated with allowing your audiences ADD to run-a-muck.

The Hero

Now that you've caused your audience to connect to the character and to feel the magnitude of his plight, they are understandably on the edges of their seats wondering what happens next? Who is going to step in and save the day? When will this pain and misery end? There should be more than enough anticipation in the room at this point. Be sure to hold on to the drama as long as you can. By now we need a hero and we know it. Where is she? What can she do? This is one of those places where novice networkers make BIG story telling mistakes. You see the hero in the product or solution that you will describe next must NOT be you. I repeat, you are NOT THE HERO. You don't want to run the risk of sounding like a boastful braggart. This kind of ego maniacism can kill your networking attempts quickly. Although you are probably brilliant at what you do the hero is and must be your prospect or client; the main character that we spent so much time gaining empathy for. They're the hero because they were smart enough to choose you. They searched the world over trying solution after solution. They beat their head against the wall interviewing hundreds of unworthy candidates and finally through some divine and wise inspiration made the smart decision to choose unique benefits that you and your **product** or service clearly provided.

Seriously, here is where you MUST know the benefits of what you do. A benefit is something that has a good effect or promotes well-being. It's what happens after you do what you do. In a higher sense it's how your product or service is actually experienced. This uniquely derived experience is your brand. For example, after people experience my VisionQuest90™ system they have the confidence of knowing that they can approach any decision that requires a change in their behavior well and achieve the desired results that they want. In fact they

can always use VisionQuest90™ to empower their decision making and attack any problem that they have while knowing for a fact that within just 90 days they'll be well on their way to a more successful situation. They'll be looking at their problem in the rear view mirror as they move quickly into a brighter future.

Again it's critical to be able to share the benefits that our hero receives as a result of making the choice to work with you or your company. Because you were chosen it's now a happy day. Yes, all is well in the kingdom. The problems have been averted, the enemies have been defeated and life is now back on track towards a new more certain future. When you can't communicate your benefits well you have nothing to talk about besides the facts and features of your products. Please understand that I know that clients need to know the relevant facts and features of your products but what you need to know is that referral sources don't need this. Referral sources need to know why they should refer you. In fact, the more product knowledge that your referral partners have, the more they will most likely mess up your pitch by trying to communicate too much irrelevant information. I really don't want my friends going around misrepresenting my brand to my best prospects. Do you? I can do that very well all by myself☺. I'm sure that if you truly care about your brand, you feel the same way which is exactly why keeping it simple is the only way. Remember Jimmy above? Don't be that guy!

Vision

With vision you can communicate to your referral partners and other business development sources where you intend to go in the future, when you'll arrive and why it's important. This is critical to your success. You can and should share names of companies and prospect relationships that you intend to develop in the near future. Using a timeline can inspire a sense of urgency for others to help you now, if they can. It gives you a chance to show how prepared you are and how serious you are about your future. This speaks to your competence in a big way. Deadlines have always been a good way to drive this kind of intensity.

In this section of your presentation you want to detail the names of **prospects** that you intend to approach and why. Be extra careful that they line up naturally with the story that you just told. You want to provide continuity in your approach and again develop yourself as more of an extremely competent specialist and less of a generalist. Please, no more than one or two names of people or companies that you'd like to work with. Remember the laundry list discussion we had above. You simply don't want to overwhelm or confuse your referral sources. With a few too many requests, you can easily knock them into an emotional paralysis making it difficult to get on board and help you. You want to make it as easy as possible for them to say "yes, I'll help you find that person or company". Better still, you want them to say "I'm having lunch with Bill tomorrow, why don't you come with". Again, it's important to do your homework and to know who your referral sources are acquainted with before you open up your mouth. Besides people can go broad without you and you can always get to other prospects on your list later.

When I'm really on my game I try to give my referral sources some type of timeline in which I will be working on these contacts and make a commitment to keep them in the loop. I want to transmit the seriousness of my request. If your request is NOT urgent, it's hard for others to take it seriously and move on it quickly. The ship has to be leaving the yard with or without them. Trust me, people don't want to feel like they could have helped you and didn't even get the chance. They don't want to be the one that waited too late and missed the opportunity to brag about how they were instrumental in your success.....and you don't want to have things so sewed up that people feel like you don't need help. Besides, you should want to give your referral sources every opportunity to use their talents and resources on your behalf. Remember most of your team members know association presidents, local chamber membership directors and other types of community leaders and brokers that could make a huge difference in your marketing efforts. These people are mavens in their respective communities and if they fall in love with you, you can really go places fast. Maybe I'll even encourage my listeners to write the names of my prospects down or I'll follow up with an e-mail to remind them who I'm looking for and how they can help me. Remember you get taken seriously when you take yourself seriously.

Recognition

Finally we've arrived with that magic time in your presentation when people should be chomping at the bit to know who you are and how their referrals should get in contact with you. I suggest that you refuse to give them your name, company name or tag-line until this part of your presentation. Don't bother them up front with stuff they won't remember anyway. Besides your name and title gives one more opportunity to derail the emotional connection to your story. Have you ever heard someone say their name or title and instantly your internal voice takes over and fills your mind with so much noise that you miss the best piece of their presentation. Admittedly I've had this internal dialogue, "Brad? He doesn't look like a Brad to me. I wonder, if he got teased as a kid for that name? I'll ask him about that later. Oops, what did what's-his-name just say?" I know that you've done it too, haven't you? You're probably just a little mentally checked out right now! You don't have to admit it I've watched so many of you disappear into la-la land when some of your trusted colleagues have the floor that it's totally laughable. Suffice it to say that you don't want to be that guy. So do me a favor and stop making us ignore you before you even get started. Give us a reason to write your name down or ask for your business card later. You've got to earn the attention of your audience! Anything else is basically a small theft of their time or as I like to say sometimes "it's showing up and throwing up." You don't want to be accused of being a networking regergitationist, do you? Yes, I made that word up.

Even more important is the proper placement of your branding statement or memory hook. Be careful because these two ideas are very different so don't get them confused. Allow me to illustrate. The branding statement will say something to the effect of "I do (what) for (whom). Allowing them to experience (this benefit)." That's it....sweet and simple. If you've had a chance to use a fully developed story like we've discussed above don't waste time with a branding statement as well. It will be redundant and can be construed as talking down to your audience. Save this one for when you don't have time, maybe only a few seconds. A clever memory hook though is always in order. This is the only time you are allowed to really be quirky and entertaining, have fun. My memory hook is so much fun for me that it reminds me to smile every time I think of it. I find myself making other people smile with it as well. This admittedly is kind of easy considering that I probably just told them a story that made their hearts drop down to their britches! They are looking for a little lighthearted fun right about now. Yours should be delivered in such a way to inspire confidence in you and your talents. It's meant to be light and jovial as well as memorable. I highly suggest that you read Seven Second Marketing by Ivan Misner as soon as you can. You'll get tons of ideas to help you move forward even if you're not a creative word-smithing-genius type.

The Four P's

If you've noticed the bolded statements within this document you may be asking "what's up with that Coach?" Well, I got my hands on a CD from a BNI workshop many years ago called the Four P's to Profitability and I never forgot them. For years I've been using Profile, Problem, Product and Prospecting to help my networks grow with Impact, Drama, Heroism, Vision and Recognition and now, so can you. Don't forget to DO YOUR HOMEWORK!

Welcome to the networking revolution!

-Coach Powell

"Your success is our focus"

There are tons of resources like this on my website www.ninetydaypowerplay.com. Feel free to engage with me and my friends there. You won't be disappointed.

The Five Elements Workbook

What types of audiences should you deliver your presentation to for maximum results? What groups, associations or individuals can refer you best?

What demographic details best describe your perfect client?

What will happen to your prospects if they don't hire you? We're looking for implications here.

What are the guaranteed benefits that your prospects will experience? How will they feel? How will their positions be different?

Name a few perfect prospects for you and why?

Create a branding statement that works. I do (what) for (whom), helping them to receive this (benefit).

The Five Elements Action Guide

Follow these rules and win!

- Never use jargon in describing what you do. Learn to communicate to 9th graders
- Less is more! The simpler your presentation the better it will be
- Don't use complicated graphs charts or visuals
- BE certain to touch emotional chords
- Use only demographic descriptors in your character development
- Remember there are steps to relationship building, **START SLOW**
- Check-in with your audience often
- Stories are the best way to transfer information to third parties
- Don't get too cute
- Choose the right networks to begin with
- Relay the sobering implications of doing nothing
- Know and express the fantastic benefits of working with you
- Plan incentives for your referral sources
- Stay away from product facts and features
- Describe your vision for the product or service your describing
- Share the names of future prospects that will be perfect for you
- Give timeline of when you will you be approaching future prospects
- Create a short branding statement that works
- Develop a memory hook that ends your story

The Five Elements Resource Page

<http://adlab.msn.com/Audience-Intelligence.aspx> - AdLabs can help you analyze your key words for valuable audience intelligence information. You can easily know the sex and age of your primary targets

<http://www.google.com/sktool/#> - can help you come up with the key words that you should be using. Analyze websites from your competitors and compare with yours

<http://infotrac.galegroup.com/> - use this library based reference tool to find out all types of businesses, associations and publications. It's also good for broad market -analysis and prospect research

<http://www.amazon.com/> - find the hottest sellers of everything. It's easier than you think to leverage and talk to the best of the best right now

<http://www.magazines.com/> - the best selling magazines and publications will help you get closer to your target audiences. You need to know what they read and why

<http://www.biztradeshows.com/> - find out the best tradeshows in your area and showcase your talent in a major way

<http://bni.com/> - find a local networking group that you can be proud of

https://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm?CFID=1930285&CFTOKEN=e81fb826e58c1fea-C4641117-C3A9-7FDD-0CDC5C7F1071D715&jsessionid=5e307f3f39467ce46a291664d46621869625 - find businesses that meet your target demographics. Develop strategies based on how many employees, gross revenue, ownership status etc

<http://www.life123.com/parenting/education/storytelling/effective-storytelling-techniques.shtml> - learn some awesome story telling techniques here

Check out these books if you really want to be the best:

- http://www.amazon.com/Seven-Second-Marketing-Memory-Instantly/dp/1885167156/ref=sr_1_6?s=books&ie=UTF8&qid=1300653023&sr=1-6
- http://www.amazon.com/Masters-Networking-Building-Relationships-Pocketbook/dp/1885167482/ref=sr_1_7?s=books&ie=UTF8&qid=1300653023&sr=1-7
- http://www.amazon.com/Whos-Your-Back-Relationships-Success--/dp/0385521332/ref=sr_1_1?s=books&ie=UTF8&qid=1300653118&sr=1-1
- http://www.amazon.com/Never-Eat-Alone-Secrets-Relationship/dp/0385512066/ref=sr_1_3?s=books&ie=UTF8&qid=1300653118&sr=1-3